

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computerized advertisement distribution and delivery system for dynamically delivering advertisements for inclusion in an electronic document delivered to ~~and stored at~~ a recipient system, the computerized advertisement distribution and delivery system comprising:

advertisement image generation means for generating an advertisement image containing identifying a first plurality of advertisements related to a specific distribution subject, the generation of the advertisement image based on advertisement rankings associated with the first plurality of advertisements, a relationship between those advertisements and storing that the advertisement image in association with a network-based locator as being the an up-to-date advertisement image for the specific distribution subject;

advertisement relationship determination means for ~~intermittently determining evaluating the advertisement rankings relationships between advertisements related to a specific distribution subject and if [[an]] the advertisement rankings existing relationship between advertisements related to specific distribution subject change[[s]] as compared to the advertisement rankings on which the generation of the advertisement image was based,~~ initiating the advertisement image generation means to generate a modified ~~up-to-date advertisement image, wherein the modified advertisement image identifies a second plurality of advertisements related to the specific distribution subject and is stored in association with the network-based locator as being the up-to-date advertisement image; and specific distribution subject;~~

~~electronic document transmission means for creating and transmitting an electronic document containing content related to a specific distribution subject and a network-~~

~~based locator associated with the image generated by the advertisement image generation means for the specific distribution subject; and~~

advertisement image transmission means for receiving a request for the an advertisement image located at associated with the network-based locator ~~specified in the electronic document transmitted by the electronic document transmission means and~~ transmitting the up-to-date advertisement image stored in association with the network-based locator in response to the request, ~~at the time the request is received.~~

2. (Currently Amended) The computerized advertisement distribution and delivery system of claim 1 further comprising:

advertisement input receiving means for receiving at least one advertisement associated with ~~[[a]]~~ the specific distribution subject and a bid representing an amount to be paid for click-throughs by end-user recipients to a target site associated with the at least one advertisement.

3. (Currently Amended) The computerized advertisement distribution and delivery system of claim 1 wherein the advertisement relationship determination means evaluates a grouping of advertisements based on ~~the~~ an effective revenue efficiency of the grouping compared to other potential groupings of advertisements provided by advertisers for the specific distribution subject and determines ~~the advertisement rankings relationship~~ for use in generating an advertisement image using ~~the~~ a highest revenue efficiency grouping of a predetermined number of advertisements.

4. (Currently Amended) The computerized advertisement distribution and delivery system of claim 2 wherein the advertisement rankings are ~~relationship~~ is determined based at least in part on the bid ~~value of~~ associated with an ~~the~~ at least one advertisement for the specific distribution subject.

5. (Currently Amended) The advertisement distribution system of claim 1 wherein the advertisement relationship determination means generates a ranking of listings as a grouping, the grouping comprising ~~the~~ a ranked list of advertisements with ~~the~~ a highest effective cost per thousand impressions.

6. (Currently Amended) The advertisement distribution system of claim 3 wherein the effective revenue efficiency ~~value~~ is calculated by multiplying ~~the~~ a number of click-throughs over a predetermined number of impressions ~~times~~ with ~~the~~ a bid amount ~~for the~~ associated with an advertisement of the grouping.

7. (Currently Amended) The computerized advertisement distribution and delivery system of claim 1 wherein the advertisement relationship determination means determines advertisement rankings ~~relationships~~ when any new bid value ~~of~~ associated with an advertisement related to ~~[[a]]~~ the specific distribution subject is ~~input~~ received.

8. (Currently Amended) The computerized advertisement distribution and delivery system of claim 3 wherein the advertisement relationship determination means determines advertisement rankings ~~relationships~~ when revenue efficiency calculations are made.

9. (Currently Amended) The computerized advertisement distribution and delivery system of claim 1 wherein the electronic document comprises a target network-based locator for each advertisement in at least one of ~~[[a]]~~ the first and second pluralities ~~plurality~~ of advertisements ~~included in the image~~ and the system further comprising a redirection server for receiving a request at ~~the~~ a target network-based location and redirecting the request to a location associated with ~~the~~ an advertisement associated with the target network-based locator in the electronic document.

10. (Currently Amended) A computerized advertisement distribution and delivery method for dynamically delivering advertisements for inclusion in an electronic document delivered to ~~and stored at~~ a recipient system, the method comprising ~~the steps of~~:

receiving and storing at least one advertisement associated with a specific distribution subject and a bid representing an amount to be paid for click-throughs by end-user recipients to a target site associated with the at least one advertisement;

generating an advertisement image containing identifying a first plurality of advertisements related to [[a]] the specific distribution subject, the generation of the advertisement image based on advertisement rankings associated with the first plurality of advertisements, a relationship between those advertisements and storing that the advertisement image in association with a network-based locator as being the an up-to-date advertisement image for the specific distribution subject;

~~intermittently determining~~ evaluating the advertisement rankings relationships between advertisements related to a specific distribution subject for changes as compared to the advertisement rankings on which the generation of the advertisement image was based, and generating a modified up-to-date advertisement image if there are changes to the advertisement rankings, wherein the modified advertisement image identifies a second plurality of advertisements related to the specific distribution subject and is stored in association with the network-based locator as being the up-to-date advertisement image; and specific distribution subject,

~~creating and transmitting an electronic document containing content related to a specific distribution subject and a network-based locator associated with an image generated by the preferred advertisement image generation means; and~~

receiving a request for an advertisement image associated with located at the network-based locator specified in the electronic document transmitted in the electronic document transmission step and transmitting the up-to-date advertisement image stored in association with the network-based locator in response to the request. at the time the request is received.

11. (Canceled).

12. (Currently Amended) The method of claim 10 ~~further wherein the step of determining relationships comprising:~~

evaluating a grouping of advertisements based on ~~the~~ an effective revenue efficiency of the grouping compared to other potential groupings of advertisements provided by advertisers for the specific distribution subject and ~~determines the~~ determining advertisement rankings relationship for use in generating an advertisement image using ~~the~~ a highest revenue efficiency grouping of a predetermined number of advertisements.

13. (Currently Amended) The method of claim 12 wherein the advertisement rankings ~~are relationship~~ is determined based at least in part on ~~the~~ a bid value ~~of~~ associated with an advertisement for the specific distribution subject.

14. (Currently Amended) The method of claim 10 further comprising ~~the step of~~ generating a ranking of listings as a grouping, the grouping comprising ~~the~~ a ranked list of advertisements with ~~the~~ a highest effective cost per thousand impressions ~~to be used to determine the relationships between the advertisements.~~

15. (Currently Amended) The method of claim 12 wherein the effective revenue efficiency ~~value~~ is calculated by multiplying ~~the~~ a number of click-throughs over a predetermined number of impressions ~~times with a~~ the bid amount ~~for the~~ associated with an advertisement of the grouping.

16. (Currently Amended) The method of claim 12 wherein ~~the~~ advertisement rankings relationships between advertisements are determined when any new bid value ~~of~~ associated with an advertisement related to ~~[[a]]~~ the specific distribution subject is ~~input~~

received.

17. (Currently Amended) The method of claim 12 wherein ~~the advertisement rankings relationships between advertisements~~ are determined when revenue efficiency calculations are made.

18. (Currently Amended) The method of claim 12 wherein the electronic document comprises a target network-based locator for each advertisement in at least one of the first and second pluralities ~~a plurality of advertisements included in the image~~ and the method further comprising ~~the step of~~ receiving a request at ~~the~~ a target network-based location and redirecting the request to a location associated with ~~the~~ an advertisement associated with the target network-based locator in the electronic document.

19. (Withdrawn) An electronic document provided in an interpreted language, the document comprising:

program interpreted code for instructing a recipient program to present content related to a specific distribution topic in a page when the electronic document is opened by the recipient program;

program interpreted code for instructing the recipient program to retrieve an image from a source network-based location and present that image in the page with the content related to the specific distribution topic when the electronic document is opened by the recipient program;

program interpreted code for instructing the recipient program to request a first web page from a first target network-based locator when a first portion of the image is selected;

program interpreted code for instructing the recipient program to request a second web page from a second target network-based locator when a second portion of the image is selected; and

wherein the first and second target network-based locators direct the recipient

program to a location on the network where a first and second advertiser web page location respectively are stored.

20. (Withdrawn) The electronic document of claim 19 wherein the source network-based locator comprises a URL with an identifier related to the specific distribution subject.

21. (Withdrawn) The electronic document of claim 19 wherein the first and second target network-based locators comprises an address portion and a variable portion and wherein the address portion of the first and second target network-based locators is the same.

22 - 30 (Canceled).

31. (Withdrawn) A method for facilitating serving content-relevant ads in a document, the method comprising:

- a) associating a unique identifier with the document;
- b) providing code to be inserted into the document, the code including
 - i) image map information, and
 - ii) the unique identifier.

32. (Withdrawn) The method of claim 31 further comprising:
c) inserting the code into the document.

33. (Withdrawn) The method of claim 32 wherein the image map information includes image source information, and wherein the image source information includes the unique identifier.

34. (Withdrawn) The method of claim 32 wherein the image map information includes image source information, and wherein the image source information is a path

including the unique identifier.

35. (Withdrawn) The method of claim 34 wherein the path further includes a URL of a content-relevant ad server.

36. (Withdrawn) The method of claim 35 wherein the content-relevant ad server includes information about the content of the document.

37. (Withdrawn) The method of claim 36 wherein the information about the content of the document includes at least one of (a) one or more concepts, and (b) one or more topics.

38. (Withdrawn) The method of claim 31 wherein the image map information includes image source information, and wherein the image source information includes the unique identifier.

39. (Withdrawn) The method of claim 31 wherein the image map information includes image source information, and wherein the image source information is a path including the unique identifier.

40. (Withdrawn) The method of claim 39 wherein the path further includes a URL of a content-relevant ad server.

41. (Withdrawn) The method of claim 40 wherein the content-relevant ad server includes information about the content of the document.

42. (Withdrawn) The method of claim 41 wherein the information about the content of the document includes at least one of (a) one or more concepts, and (b) one or more topics.

43. (Withdrawn) Apparatus for facilitating serving content-relevant ads in a document, the apparatus comprising:

- a) means for associating a unique identifier with the document;
- b) means for generating code to be inserted into the document, the code including
 - i) image map information, and
 - ii) the unique identifier.

44. (Withdrawn) The apparatus of claim 43 further comprising:

- c) means for inserting the code into the document.

45. (Withdrawn) The apparatus of claim 44 wherein the image map information includes image source information, and wherein the image source information includes the unique identifier.

46. (Withdrawn) The apparatus of claim 44 wherein the image map information includes image source information, and wherein the image source information is a path including the unique identifier.

47. (Withdrawn) The apparatus of claim 46 wherein the path further includes a URL of a content-relevant ad server.

48. (Withdrawn) The apparatus of claim 47 wherein the content-relevant ad server includes information about the content of the document.

49. (Withdrawn) The apparatus of claim 48 wherein the information about the content of the document includes at least one of (a) one or more concepts, and (b) one or more topics.

50. (Withdrawn) The apparatus of claim 43 wherein the image map information includes image source information, and wherein the image source information includes the unique identifier.

51. (Withdrawn) The apparatus of claim 43 wherein the image map information includes image source information, and wherein the image source information is a path including the unique identifier.

52. (Withdrawn) The apparatus of claim 51 wherein the path further includes a URL of a content-relevant ad server.

53. (Withdrawn) The apparatus of claim 52 wherein the content-relevant ad server includes information about the content of the document.

54. (Withdrawn) The apparatus of claim 53 wherein the information about the content of the document includes at least one of (a) one or more concepts, and (b) one or more topics.

55. (Withdrawn) A machine readable medium including data structures for storing information comprising:

- a) a unique identifier associated with the document;
- b) code, included in the document, the code including
 - i) image map information, and
 - ii) the unique identifier.

56. (Withdrawn) The machine readable medium of claim 55 wherein the image map information includes image source information, and wherein the image source information includes the unique identifier.

57. (Withdrawn) The machine readable medium of claim 55 wherein the image map information includes image source information, and wherein the image source information is a path including the unique identifier.

58. (Withdrawn) The machine readable medium of claim 57 wherein the path further includes a URL of a content-relevant ad server.

59. (Withdrawn) A method for determining content-relevant ads once an e-mail document is rendered on a client device, the method comprising:

- a) accepting, from the client device, an ad request including a document identifier;
- b) using content-relevance information associated with the document identifier and ad information to determine a set of one or more ads;
- c) generating an image including the one or more ads of the determined set; and
- d) forwarding the generated image and a session identifier to the client device.

60. (Withdrawn) The method of claim 59 wherein the document includes image map information including image source information, and wherein the image source information includes the document identifier.

61. (Withdrawn) The method of claim 59 wherein the document includes image map information including image source information, and wherein the image source information is a path including the unique identifier.

62. (Withdrawn) The method of claim 61 wherein the path further includes a URL of the content-relevant ad server.

63. (Withdrawn) A system for determining content-relevant ads once an e-mail document is rendered on a client device, comprising:

ad request receiving means for accepting, from the client device, an ad request including a document identifier;

ad set determination means for using content-relevance information associated with the document identifier and ad information to determine a set of one or more ads; image generation means for generating an image including the one or more ads of the determined set; and

forwarding means for forwarding the generated image and a session identifier to the client device.

64. (Withdrawn) The method of claim 63 wherein the document includes image map information including image source information, and wherein the image source information includes the document identifier.

65. (Withdrawn) The method of claim 63 wherein the document includes image map information including image source information, and wherein the image source information is a path including the unique identifier.

66. (New) The computerized advertisement distribution and delivery system of claim 1, wherein the up-to-date advertisement image is a graphical image and advertisements are identified in corresponding portions of the graphical image.

67. (New) The computerized advertisement distribution and delivery system of claim 66, wherein the advertisements are identified in corresponding portions of the graphical image by an HTML image map.

68. (New) The computerized advertisement distribution and delivery system of claim 1, comprising:

an electronic document transmission means for creating and transmitting an electronic document containing content related to the specific distribution subject, and containing the network-based locator; and

wherein the request for an advertisement image is initiated by user access of the electronic document.

69. (New) The computerized advertisement distribution and delivery system of claim 68, wherein the electronic document is an email.

70. (New) A computer-implemented method comprising:

generating an advertisement grouping comprising a first plurality of advertisements based on advertisement rankings associated with the first plurality of advertisements;

storing the advertisement grouping in association with a network-based locator as being an up-to-date advertisement grouping for a specific distribution subject;

generating a modified advertisement grouping comprising a second plurality of advertisements if the advertisement rankings change as compared to the advertisement rankings on which the generation of the advertisement grouping was based;

storing the modified advertisement grouping in association with the network-based locator as being the up-to-date advertisement grouping for the specific distribution subject;

receiving a request for an advertisement grouping associated with the network-based locator; and

in response to receiving the request, transmitting the up-to-date advertisement grouping stored in association with the network-based locator.